

- **Rutherford County Tourism Development Authority** (Rutherford County) - A \$6,400 grant will assist in carrying out marketing strategies to strengthen tourism in the eastern part of the county.
- **Town of Tarboro** (Edgecombe County) - A \$6,400 grant will be used to produce a multi-use trails brochure highlighting the county's paddle trails and Civil War heritage.
- **Washington Tourism Development Authority** (Beaufort County) - A \$4,200 grant will fund radio advertisement in the Washington, DC market.
- **Wilkesboro Tourism Development Authority** (Wilkes County) - A \$3,000 grant will be used for a direct mail campaign to bus tour operators in strategic markets.
- **Yancey County Chamber of Commerce** (Yancey County) - A \$6,500 grant will fund participation with cooperative print advertising opportunities.

For more information about the Division of Tourism matching grant program, contact Teresa Watts at 919-733-7502. Program information and guidelines are also available at, www.nccommerce.com/tourism/grants.

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